SONY

Sony Digital Signage Solutions.

HDNA

Messages that Move.

With Sony digital signage solutions, you can create messages that move – and that move your audience. Digital signage is the simple yet powerful way to captivate and motivate customers, and Sony provides all the tools you need to put your product or service in the spotlight with a range of HD displays (from 26" to 52" *), input cards, and media players to fit virtually any application.

Designed for ultimate value and flexibility, Sony's digital signage offering includes a scalable, three tiered digital signage solution of simple, basic or advanced systems; world class VEGAS® content creation software coupled with professional content creation services; and an unparalled design and technical support group.

*Viewable area, measured diagonally.

Sony's Three Tiered Solution.

Simple Signage

So called because after initial setup, content can be loaded simply by inserting a compact flash card. The simple signage solution does not support layering or grouping, but can be used in very sophisticated network streaming deployments offering a simple upgrade path for users who start with small deployments.

Applications: small deployments. For instance lobbies, retail floors, exercise facilities, Houses of Worship, etc.

- No network required
- Simple flash card playback
- Plays back still images and video
- Loop playback, scheduling and network streaming

BKM-FW50
Networking Device

Basic Signage

The biggest change from Simple Signage is the ability to group. This means that content can be made for a group of signs and sent to all the signs in that group in one step. For instance, content made for signs in portrait mode can be sent to portrait mode displays via one command – a key time saver. This solution also provides the ability for HD playback. The basic signage solution requires a dedicated server be installed to support the network.

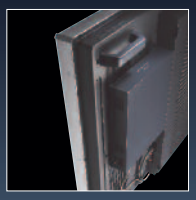
Applications: medium to large scale deployments. For instance corporate or educational campuses, multiple screen retail environments, etc.

- Sophisticated, server-based network streaming capability
- 60GB hard disk for store and forward operation
- Grouping capability
- Allows creation of playlists and scheduling

ICS-FW40D
HD Streaming Receiver Adapter

Advanced Signage

Advanced signage adds not only grouping capability compared to Simple Signage, but also layering capability. This means that the screen can be "sliced" up in to sections and one section can be playing video while another section is playing a graphic. Advanced signage offers advanced capability, not advanced complexity because the software is perhaps the easiest of them all to operate.



Applications: from small to large scale deployments especially those needing WAN access and layering. For instance, sports club chains, retail chains, large corporate or educational campuses, government, etc.

- Advanced, multi-layer playback (five layers)
- Simultaneously mixes video, graphics, flash, URL, audio and streaming content
- Sophisticated PinP control allows mixing live video with digital signage content
- Easy-to-use control software

VSP-NS7
Network Media Player

VEGAS® Content Creation Software

For those of you with a talent for graphic design, Sony's VEGAS content creation software provides you with the tools to create your own original, customized, creative digital signage content on demand. Among its many performance features are unlimited video and audio tracks and the ability to simultaneously mix multiple file formats on one time line.

Sony's Content Creation Services

For those not graphic-design inclined, Sony offers an affordable, creative content service. Simply upload logos, images and text and receive beautifully designed, finished digital signage content in return. For more information, contact **SonyDigitalSignage@am.sony.com**.

Technical Service and Support

Sony's legendary technical service and support team are at your service, from system design to installation to operational assistance. And for after-sale support, our exceptional network of highly trained telephone consultants, service engineers and service centers are ready to respond when needed.

SONY

Specifications

	Simple Signage	Basic Signage	Advanced Signage
	BKM-FW50	ICS-FW40	VSP-NS7
Layers	2	1	6
Layer Descriptions	Still Image or Video, Background Music	Still Image or Video	Background, 2 Graphic, 1 Video (with Audio), 1 Text, 1 Background Music
Video Formats:			
mpeg2	Yes	Yes	Yes
mpeg4	No	Yes	No
H.264	No	Yes	No
wm9 (HD)	No	Yes	Yes
Graphic Formats:			
jpeg	Yes	Yes	Yes
gif	No	No	No
png	No	No	No
bmp	Yes	Yes	No
Flash Formats:			
swf	No	No	Yes
Text Formats:			
txt	No	No	Yes
Audio Formats:			
mp3	Yes	Yes	Yes
wav	No	Yes	Yes
wma	No	No	Yes
Miscellaneous:			
Streaming Capability	Yes	Yes	Yes
PC Presentation Mode (with music)	Yes	No	No
Acceptable Audio Formats (Background Music)	mp3	N/A	mp3, wav, wma
Compatible Video Resolutions	640 x 480	1366x768	1360x768, 1280x768, 1024x768
Compatible Video Systems	NTSC (480i) NTSC (480p) PAL (576p)	NTSC	NTSC, PAL
Max. Graphic Resolution	1360x768	1366x768	1920x1080
Separate Audio Layer In Addition to Video	No	No	Yes
HTML via URL Mapping	No	No	Yes
Flash Playback	No	No	Yes
Serial Output for External Display Control	No	No	Yes
Capability to Control Multiple Displays	No	No	Yes
Scheduled Control Output	No	No	Yes
External Audio Output	No	Yes	Yes
Content Rotation for Portrait Mode	No	No	Yes
Recommended System Size	1 - 50	1 - 100	Up to 200
Local Data Input Without a Network	Yes	No	No
Network Required at all times	No	No	No
Card Slot Form Factor	Yes	Yes	No
Server Required for Content Distribution	No	Yes	No
Server Compatible	Yes	Yes	Yes
SMTP Email Notification on Error	Yes	No	Yes
SNMP Compatible	Yes	Yes	Yes
Acceptable Network Speed	10BASE-T/100BASE-TX	10BASE-T/100BASE-TX	10BASE-T/100BASE-TX/1Gig Base TX

Discover how Sony can make your messages move. For more information on products and promotions,

click: sony.com/digitalsignage

Sony Electronics Inc., 1 Sony Drive, Park Ridge, NJ 07656

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